



ANNEX H (PARTNERSHIPS AND STRATEGIC ALLIANCES)

1. SITUATION

- a. The Influenza Pandemic Threat: Refer to Annex B (Disease Intelligence).
- b. Mission and Intent of Higher and Supporting Organizations: Refer to Base OPLAN.
- c. Environment: Refer to Annex B (Disease Intelligence).

2. MISSION.

To establish and maintain liaison between CDC and external partners (business, public health, education, healthcare, Federal, faith-based, and community-based) to protect and improve health during an influenza pandemic.

3. EXECUTION

Concept of Operations.

CCHIS/NCHM/Division of Partnerships and Strategic Alliances (DPSA) is responsible to identify, establish and maintain critical cross-CDC external collaborative partnerships and strategic alliances with national organizations and important public, private, and nonprofit-sector groups to strengthen and enhance the reach of essential public health services and health promotion information. CDC partnerships and strategic alliances contribute to effective prevention and disease control, public health research, and strategic communication activities. Partners include:

- Public health associations
- State and local public health agencies
- Federal, state, and local law enforcement agencies and first responders, such as firefighters and rescue workers
- Practicing health professionals, including physicians, dentists, nurses, and veterinarians.
- Schools and universities
- Faith-based groups
- Community, professional, and philanthropic organizations
- Nonprofit and voluntary organizations





- Businesses and labor unions
- International health organizations

a. Tasks to Supporting Organizations.

1) Inter-Pandemic Period: (WHO Phases 1-2; USG Stage 0)

CCHIS:

- a) Arrange for CDC-INFO to triage messages received from partners including those from private companies, and engage the Partner's Desk in the event a call is received from businesses at the executive level.
- b) Assist in the development of the Public Health Information Rapid Exchange (PHIRE) system as a push communication method to reach out to Partners during an event.
- c) In coordination with the JIC, confer with dedicated Partner SME to clear urgent and time sensitive materials for distribution to partners.
- d) Provide mechanism to support continued partnership identification and management (See Appendix 2 (Expedited Clearance Procedures for Avian/Pandemic Influenza Materials) to Annex J (Crisis Communication).

2) Pandemic Alert Period: (WHO Phases 3-5; USG Stages 0-2)

NCHM:

Triage CDC-INFO messages from Partners including private companies, and engage the Partner's Desk in the event a call is received from businesses at the executive level. Refer to Appendix 2 (Expedited Clearance Procedures for Avian/Pandemic Influenza Materials) to Annex J.

3) Pandemic Period: (WHO Phase 6; USG Stages 3-6)

a) COTPER:

Provide web seminar support.

b) NCHM:

- (1) Triage CDC-INFO messages /from Partners including private companies, and engage the Partner's Desk in the event a call is received from businesses at the executive level.





- (2) Follow the JIC expedited clearance process to clear urgent materials and messages that are needed by partners on a time sensitive basis (See Appendix 2 (Expedited Clearance Procedures for Avian/Pandemic Influenza Materials) to Annex J (Crisis Communication)).

b. Coordinating Instructions.

Campaign materials and the distribution thereof will be coordinated with the JIC prior to release.

4. SUPPORT SERVICES

Refer to Base OPLAN and Annex I (Support Services).

5. MANAGEMENT AND COMMUNICATIONS

Influenza pandemic preparedness and response require extensive collaboration and communication among CDC, public health organizations, business, education, healthcare, faith-based and community organizations, and other agencies at every level of government. Collaboration and communication have been significantly enhanced with CDC's website, which is focused on partnerships and strategic alliances. This website covers a broad array of topics for public health officials, businesses, and other public entities. This information can be found at <http://www.pandemicflu.gov/>, <http://www.cdc.gov/partners> and <http://www.cdc.gov/business>. The PHIRE system and other communication pathways, such as HAN, will be used to push urgent information to external partners.

